

09/13/85

PHILIP MORRIS

PLAN-O-GRAM SYSTEM

KROGER - HOUSTON

Economic Impact of Potential Lost Sales
THEORETICAL RACK

VOLUME RANGE: 800-899

COMPANY	Payments	Profit from Potential Sales		Payments + Profits	Potential Lost Revenue	Total Profit
		Payments	Sales			
PM	269	2,074		2,343	0	2,343
RJR	0	1,537		1,537	0	1,537
BW	82	544		626	0	626
AB	70	329		399	0	399
LOR	59	227		286	0	286
LM	23	176		199	-5	194
	503	4,888		5,391	-5	5,385

* From Rack Set

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KROGER - HOUSTON

Weekly Out of Stock by Company

THEORETICAL RACK

Supermarket - 895 cpw
HOUSTON - 155 BRANDS

COMPANY	Average Weekly Cartons	Average Monthly Cartons
	Out of Stock	Out of Stock
Philip Morris	0	0
R. J. Reynolds	0	0
Brown & Williamson	0	0
American Brands	0	0
Lorillard	0	0
Liggett Group	0	0
TOTAL	0	0

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